

## What is it?

Connected Real Estate (CRE) is a concept of using proven technologies and best practices in a manner that enables all of the low voltage systems in a building or campus to utilize a common structured cabling system. At its core CRE delivers capital expense savings during the construction phase, as well as operating



expense savings for the life cycle of the building or campus. Like any network infrastructure, the foundation of CRE is the physical layer structured cabling system (SCS). At iconnect we call this important, engineered aspect of the network the highway – and just like the highway systems we drive on every day, this highway enables all of the exits to be constructed now, or at a later date, depending on the vision and cost constraints of the project.

iconnect utilizes a robust common infrastructure (highway) to converge and deliver all low voltage information network technologies to a tenant, resident, or patron of your property. Our technology eco-system considers the information network a utility, just like power, water, and gas. We see information as the most important utility in a building or on a property, as all the



others depend on it for their efficiencies, control, and monitoring. CRE leverages the power of an Internet Protocol (IP) platform to: 1) create tremendous capital savings by eliminating disparate networks; 2) develop new revenue streams and business models for developers who may have previously considered technology in their projects a cost center; 3) create more productive and more flexible work spaces; 4) enhance the safety and security for all building occupants; and 5) Create and enhance the interoperability amongst all low voltage technologies.



The two key components of the Connected Real Estate Information Network (CREIN) are: (1) the services delivered to the tenants and residents such as Voice over Internet Protocol (VoIP), High Speed Data Services, IPTV, Wireless/Wi-Fi, Security, and Ambient Music/Sound Masking; and (2) Buildings Operations Systems which can include Building Automation

Systems (BAS), Building Management Systems (BMS), Energy Management Systems (EMS), Security/Surveillance, Access Control, Digital Signage Networks (DSN), Lighting Control Systems, and Tenant Billing Systems. The benefits to the building owners and operators include previously unrealized operational efficiencies and revenue opportunities. Tenants, residents, and patrons also benefit from a comfortable working and living environment, as well as enhanced services for efficiency and convenience. In terms of a technology environment, the growing cultural & generational expectations are exceeded.

### **Why iconnect?**

At iconnect, we have come to understand real estate development, your tenants' business requirements, and the technologies your residents expect and desire. Our goal is to understand your vision and set realistic expectations while incorporating our entire professional technology eco-system and/or your preferred vendors for ultimate project success.

We will engage your architectural and engineering partners on CRE design specifics and how they differ from the "traditional" project specifications. We will also develop a comprehensive scope of work, clearly identify the systems to be installed, understand the project schedule and plan accordingly for implementation, and manage the entire system installation – either as a design/build partner or an owner's representative and liaison for technology.

Our ecosystem team has a proven record of success, and we would certainly appreciate the opportunity to discuss your project in detail.

For more information, or to learn about the iconnect approach to Connected Real Estate in detail, please email us at [cre@iconntech.com](mailto:cre@iconntech.com).